



METROPOLITAN
TRANSPORTATION
COMMISSION

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TO: Administration Committee

DATE: November 6, 2013

FR: Executive Director

W.I.: 1122

RE: Contract – Land Use Model Development: Synthicity, LLC. (\$350,000)

Staff seeks the Committee's approval to enter into a contract in the amount of \$350,000 with Synthicity, LLC. (Synthicity) to assist staff with improving MTC's land use model. Synthicity has its headquarters in Berkeley.

Background

MTC maintains an analytical planning tool commonly referred to as a "land use model." This tool assists MTC in estimating the evolution of the region's land use pattern in relation to changing economic, demographic, and policy factors. The model's representation of land use includes detailed information on the current and projected location of the households and businesses that represent origins and destinations within MTC's travel model. The purpose of the requested contract is to update the land use model so that it incorporates additional economic and land use data, better represents a broad array of policies used in promoting transit-supporting land use patterns, and is more capable in supporting the development of the next Sustainable Communities Strategy (Plan Bay Area). These improvements will incorporate new datasets and provide higher resolution outputs for use with the travel model's new representation of transportation supply. Together, these improvements should allow for more accurate predictions of future land use patterns and better capture the influence of land use on travel behavior.

Procurement Process

On September 4, 2013, MTC issued a Request for Proposal (RFP) requesting consultant assistance in the above-mentioned effort. An email advertising the availability of the RFP on MTC's website was sent to over 350 individuals/firms. MTC received one proposal submitted by Synthicity, which was reviewed by an evaluation committee of MTC, Association of Bay Area Governments (ABAG), San Diego Association of Governments (SANDAG) and San Francisco County Transportation Authority (SFCTA) staff. The evaluation criteria included the team's experience and expertise, project approach, writing ability, and cost effectiveness.

The evaluation committee unanimously recommended accepting the Synthicity team's proposal based on experience with land use models, deep understanding of MTC's existing land use model, technical skills, and the clarity of their proposed approach. The requested work is highly

specialized and Synthicity is the only firm in Northern California with the skills necessary to perform the work efficiently. As such, MTC staff expected no more than two proposals and was not surprised to receive only one.

The number of labor hours for the tasks identified in the RFP and the total cost per hour of the proposal is as follows:

Consultant	Hours	Rate Per Hour	Total
Synthicity, LLC.	2,617	\$133	\$350,000

Paul Waddell, the consultant project manager, expects to spend 217 hours on the project through December 2016, the contract end date. The remaining hours will be spent by Fletcher Foti, Synthicity's Manager of Transportation Applications, Eddie Janowicz, Synthicity's Manager of Modeling Applications, and other Synthicity staff. The work will be conducted via task orders, which will allow the contract to accommodate unexpected needs in preliminary support of the 2017 update of Plan Bay Area.

Recommendation

Staff recommends that this Committee authorize the Executive Director or his designated representative to negotiate and enter into a contract with Synthicity in an amount not to exceed \$350,000, to assist in improving the MTC land use model.


Steve Heminger

SH: DO

REQUEST FOR COMMITTEE APPROVAL

Summary of Proposed Consultant Contract

Work Item No.:	1122
Consultant:	Syntheticity, LLC Berkeley, CA
Work Project Title:	Land Use Model Development.
Purpose of Project:	Improve the MTC land use model.
Brief Scope of Work:	Work with MTC to improve and update the MTC land use model so that it better informs the MTC travel model. This work will incorporate new data sets and higher resolution representations of demand.
Project Cost Not to Exceed:	\$350,000
Funding Source:	General fund
Fiscal Impact:	Funds are included in the FY 2013-14 agency budget
Motion by Committee:	That the Executive Director or his designee is authorized to negotiate and enter into a contract with Syntheticity, LLC. to deliver assistance for the Land Use Model Development project described above and in the Executive Director's November 6, 2013 memorandum and the Chief Financial Officer is directed to set aside funds up to \$350,000 for such contract.
Administration Committee:	<hr/> Adrienne J. Tissier, Chair
Approved:	Date: November 13, 2013